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ABSTRACT

This Guide to the National School Breakfast Program is organized into 14 sections, the contents of which are as follows. Section One discusses the passage by Congress of the Child Nutrition Bill (Public Law 94-105) over the President's veto. Section Two provides facts on the school breakfast program. Section Three details five steps to getting a school breakfast program -- (1) find a local coordinator and form a coordinating committee; (2) organize a sub-committee; (3) hold a training conference; (4) meet with the school board; and, (5) follow through. Section Four discusses answers to the argument - Why we Can't. Sections Five through Twelve provide a check list of school breakfast committee homework, a sample flyer, a sample for the training conference, a sample press release, a sample statement to the school board, a sample breakfast menu for a given month, a listing of the purpose and action of Follow-Up Action, and, a sample blank form for school breakfast notes respectively. Section Thirteen lists U.S.D.A. Food and Nutrition Regional Offices, including the name of the responsible person at the office, and the telephone number where that person can be reached. Section Fourteen is a similar listing of U.S.D.A. Food and Nutrition National Offices. (Author/JM)

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GUIDE TO THE NATIONAL SCHOOL BREAKFAST PROGRAM

OCTOBER, 1975

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THE FOOD RESEARCH AND ACTION CENTER is a private, non-profit public interest law firm and advocacy center working with the poor and near-poor to end hunger and malnutrition in the United States. FRAC offers legal assistance, organizing aid, training, and information to poor people and their groups working to improve and expand the Federal food programs (food stamps, school lunch/breakfast, day-care and summer feeding, WIC, and Nutrition Programs for the Elderly).

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FLASH - - FLASH

Congress Passes Child Nutrition Bill Over President's Veto

Public Law (P.L.) 94-105

SCHOOL BREAKFAST PROGRAM IMPROVED

As this booklet was going to press on October 7, 1975, Congress enacted into law H.R. 4222, the Child Nutrition Act Amendments of 1975, despite the President's veto.

This new law provides many important benefits for all federal child nutrition programs. For the National School Breakfast Program it establishes two major improvements —

1. The School Breakfast Program is authorized as a **permanent** federal program.

2. Congress has declared it to be national policy to expand the Program to all schools having children in need. The exact words used in the new law are:

> *"As a national nutrition and health policy, it is the purpose and intent of the Congress that the school breakfast program be made available in all schools where it is needed to provide adequate nutrition for children in attendance. Within 4 months after the enactment of this subsection, the Secretary shall report to the committees of jurisdiction of the Congress his plans and those of the cooperating state agencies to bring about the needed expansion in the school breakfast program."*

What Is The National School Breakfast Program?

The School Breakfast Program is a Federally-funded program which provides monies to schools so that they can serve a hot or cold breakfast at the beginning of a school day. It is administered nationally by the U.S. Department of Agriculture (USDA). The USDA's regulations for the School Breakfast Program are contained in the Code of Federal Regulations, Title 7, Part 220. (7 CFR 220 et seq.)

Now

Your state is **required by federal law** (P.L. 92-433) to:

- start a School Breakfast Program in **every school** that applies;
- give a **free breakfast** to every child whose family income is under the poverty level;
- Supply schools in low income areas with equipment, storage and transportation costs.

Why School Breakfast?

- Because in the morning rush, many families don't get a chance to eat breakfast at home.
- Because providing School Breakfast helps prevent poor nutrition which often results in lower immunity to colds, flu-type virus, etc.
- Because without breakfast, children are restless in class and therefore inattentive.
- Because in schools with the Breakfast Program, children's grades improve.

So How Can We Get The School Breakfast Program?

- In 5 EASY STEPS:

1. Find a local coordinator and form a coordinating committee.
2. Organize a sub-committee to inform community groups, organizations and schools.
3. Hold training conferences to learn about the Program and to plan strategy.
4. Meet with the school board to get an application submitted.
5. Follow through with your coordinating committee to see that a good program is implemented.

THE FACTS

about the

NATIONAL SCHOOL BREAKFAST PROGRAM . . .

If you know the following facts about the School Breakfast Program, you will be able to present convincing arguments to your principal and school board.

1. WHICH SCHOOLS CAN HAVE THE SCHOOL BREAKFAST PROGRAM?

The federal Child Nutrition Act requires that the U.S. Department of Agriculture (USDA) provide funds to states for Breakfast program[s] [f]or all public and nonprofit private schools that apply. There are no longer any priorities or any lim[i]tations on the schools which can provide breakfasts under the program. This means once your school b[oard] applies to the State Director of School Food Service for a Breakfast Program, the Director must im[ple]ment it immediately.

2. HOW MUCH WILL THE BREAKFAST PROGRAM COST OUR SCHOOL?

The cost of producing a hot breakfast varies according to your region and the type of meal served. Some areas can serve a hot meal for 30 cents a day. In large cities, however, the cost of a breakfast may vary from 35 cents to 45 cents.

Your school district will receive payments from USDA through your State Education Department's Office of School Food Service for each breakfast served. The school district **should** know that it can receive this money IN ADVANCE each month. The maximum amount the district will receive as of July 1, 1975 is:

- 34 cents for each free breakfast served
- 28 cents for each reduced price breakfast served
- 9.75 cents for each full price breakfast served

As of January 1, 1976 these amounts will be increased upward to reflect increased costs based upon the Consumer price index series for "Food Away From Home." U.S.D.A. donated foods or the cash equivalent is also available.

3. WHAT IF OUR SCHOOL CANNOT AFFORD TO OPERATE THE PROGRAM WITH THE USUAL REIMBURSEMENT?

If your school cannot afford to serve free and reduced price meals with the reimbursements listed above, it can apply for **extra reimbursements.** Congress has made these additional funds available so that **no school** will have to go **without** a **School Breakfast Program.** The amount your school will receive if approved for increased payment will be equal to its actual cost up to a maximum of:

- 45 cents for each free breakfast served
- 40 cents for each reduced price breakfast served

To get this extra funding, your Community Task Force should request your school be designated as "especially needy" by your State Director of School Food Service. Since he can decide which schools are "especially needy," your application form must include facts which prove your school is financially unable to support the service of free and reduced price breakfasts at the regular rates because of: 1. the high percentage of free and reduced priced breakfasts; 2. unusually high preparation costs; and 3. other local hardships.

The 3 points which the State Director will consider are:

a. A high enrollment of children from areas where poor economic conditions exist.

You can use Title I figures to determine the number of children in your school whose family income is under the poverty guideline. The **percentage** which makes a school eligible is decided by the State Director. Any child eligible for Free Lunch is eligible for Free Breakfast. Those children eligible for reduced priced lunches are also eligible for reduced priced breakfasts.

OR

b. High or unusual costs for providing breakfast.

Find out the cost of providing an **adequate, hot breakfast.** If it is above 34 cents, then the application should include all the facts showing why the cost is high. Some reasons may be: high food costs in your area; high labor costs including wages of cooks, aides, janitors, etc.; extra cost for transporting meals from a central kitchen or other kitchen; lack of adequate food storage facilities; or the cost of meals that must be supplied by a food service company.

OR

c. Other unusual factors which show special financial need. For example, increased layoffs due to job closings, city or state budget cuts, or environmental conditions such as floods, crop failure, etc.

The application must include information about the financial problems of your school district if it cannot afford to run the School Breakfast Program under the regular payment formula.

4. WHAT IF OUR SCHOOL NEEDS MONEY FOR EQUIPMENT?

Your school can receive money from the State Office of School Food Service to pay for kitchen equipment, including tables and chairs needed for the Breakfast Program. This year it is very important for states to spend the money they have been allocated early in the year so that more money can be appropriated.

Schools usually receive 75% of the equipment costs from federal funds. The remaining 25% must come from local or state funds. Various sources such as the monies provided under Community Development Block Grants or local service organizations such as Jaycees or Kiwanis can be asked to contribute this 25%.

Especially Needy Schools. If your school does not have a Breakfast Program or Lunch Program, it can get 100% of the cost of equipment. Also, schools that have a Breakfast Program, but do not have a kitchen, can get 100% of the cost of equipment for setting up a new kitchen. To get this extra reimbursement, your school or school district should request designation as an "especially needy" school to the State Office of School Food Service.

5. WHAT KIND OF MEAL WILL BE SERVED TO OUR CHILDREN?

The minimum breakfast that a school can serve is:

½ pint fluid whole milk;
½ cup fruit or full strength fruit or vegetable juice;
1 slice whole-grain or enriched bread or an equivalent serving of cornbread, biscuits, rolls, bran muffins or ¾ cup serving of whole-grain or enriched or fortified cereal. Additional foods may be served, such as an egg, cheese, sausage, jam or peanut butter. Protein rich foods should be served as often as possible.

School Breakfast Menus should be viewed in terms of food quality, palatability, area ethnicity and attractiveness.

Although some schools can get by with serving only cold breakfasts, you should see that your school serves a **nutritious, hot breakfast.** If it does serve cold meals, you should try to vary the service with the inclusion of some hot food items.

6. WHAT ABOUT THE FREE AND REDUCED PRICE BREAKFAST PROGRAM?

The eligibility guidelines for free and reduced price meals in the National School Lunch and Breakfast Programs have been revised for the 1974-75 year. Each school district must, at a minimum, provide FREE meals to all children from families with income at or below the poverty guidelines listed below.

Each state educational agency is required to prescribe income guidelines for both free and reduced priced meals and free milk by family size for the use of schools in the state. If your state is not already using the maximum eligibility levels, you should see that it does. In any case, your school district can always apply to the State agency for higher guidelines if the State agency has chosen levels below the maximum.

Family Size	I. MINIMUM Guidelines For Free Meals	II. MAXIMUM Guidelines For Free Meals	III. MAXIMUM Guidelines For Reduced Priced Meals
1	$ 2,580	$ 3,230	$ 5,040
2	3,390	4,240	6,620
3	4,200	5,250	8,200
4	5,010	6,260	9,770
5	5,750	7,190	11,210
6	6,490	8,110	12,650
7	7,160	8,950	13,970
8	7,830	9,790	15,280
9	8,440	10,550	16,460
10	9,050	11,310	17,640
11	9,650	12,060	18,820
12	10,250	12,810	20.000
Each additional family member	600	750	1,180

Federal Register, Vol. 40 # 85.5.1-75

Revised October 7, 1975. These guidelines will be revised again on July 1, 1976.

7. SCHOOL BREAKFAST PROGRAM RIGHTS

In the School Breakfast Program, as in the School Lunch Program, those children who receive free and reduced price meals **cannot be discriminated against.** They have the following rights:

a. The right to receive free or reduced price meals free of discrimination of any kind. (No separate lines, different meals, or different colored tickets.)

b. The right to be told by School District officials about the rules and administration of the program. (A complete description of the free and reduced price program must be sent to all parents along with an application form and the income eligibility scales.)

c. The right to be free from administrators prying into their families' personal life, or being asked irrelevant questions when applying for free meals. (The application form can ask only the family income, number in the family, and other reasons of hardship which would make the children eligible.)

d. The right to get free meals immediately without being investigated, or forced to prove eligibility. (A signed application form is all that is needed.)

e. The right to appeal a denial of free breakfasts or any other administrative decision and the right to have the appeal decided fairly and by an impartial referee. (7 CFR 246.7)

8. WHAT IF THE SCHOOL BOARD WON'T RUN THE PROGRAM?

In some communities, organizations other than the school board run the School Breakfast Program. A non-profit group can enter into a contract with the State Office of School Food Service if the School Board designates it to run the program. This group could be a Welfare Rights Organization, a Community Services Agency, or a church group. A school board may accept your recommendation to employ a food service management company to conduct its feeding operations.

9. WHAT ARE THE SCHOOL'S APPLICATION REQUIREMENTS?

a. The name and address of the School Food Authority.
b. The name of each participating school.
c. Planned beginning date of breakfast service.
d. Anticipated average daily attendance.
e. The proposed charge for a full and a reduced price breakfast.
f. The proposed accounting procedures in order to assure the maintenance of accurate, current and complete records for the program's operation.

10. WHAT ARE THE PARENT'S APPLICATION REQUIREMENTS?

a. The names of your children and grades.
b. Parent or guardian's name and address.
c. Total members in family.
d. Total family income before deductions (weekly, monthly or yearly).
e. Statement of special hardship conditions such as chronic illness or disabilities.
f. Signature of an adult family member.

Remember: If a child is eligible for a free or reduced price lunch, he or she is automatically eligible for a free or reduced price breakfast.

Five Steps for Getting a School Breakfast Program.

1. FIND A LOCAL COORDINATOR AND FORM A COORDINATING COMMITTEE:

The coordinator might be a Welfare Rights leader, a member of a concerned church group, an interested community person, or a staff member of a Community Service Agency. This person should get together several other people as soon as possible to form a coordinating committee. This way no one person has to do all the work.

The purposes of the coordinating committee are to:

1. Do community research to determine in which schools to begin the Breakfast Program. These schools could be target area schools. At a minimum, the target schools should include: all schools receiving funds through Title I of the Elementary and Secondary Education Act; all schools in areas with a high percentage of families on welfare; all schools in which a large number of children must travel long distances daily; and all other schools where the parents want their children to have the Program.

2. Decide on task assignments for each school breakfast program supporter.

3. Continue coordinating the efforts of the committee of community representatives in order to expand the School Breakfast Program.

2. ORGANIZE A SUBCOMMITTEE

The coordinating committee should organize a subcommittee which includes: a person from each target school who will be responsible for coordinating work in that school; a person from the community who has a good knowledge of the School Breakfast Program or the School Lunch Program; and a person from the community who has a working knowledge of the school system. This subcommittee should:

1. Gather basic information about the schools in your community. (See "Homework" on page 9)

2. Visit a successful School Breakfast Program if there is one close to you. Write to FRAC to request information on examples of model School Breakfast Programs operating in other sectors.

3. Contact parents and students in each target school and give them information on the Breakfast Program. Contact can be made in person (door-knocking), on the phone, in meetings of parent organizations, or with fliers. A **sample flier** is included in this packet. You may also want to distribute copies of the **fact sheets** which are also included.

4. Get support from other members of the community. Find out which persons and groups are sympathetic and enlist their support. These people might be members of the school board, church groups, the League of Women Voters, Junior Chamber of Commerce, PTA, Urban League, NAACP, and the local Dietetic Association.

3. HOLD A TRAINING CONFERENCE:

The coordinating committee should hold a training conference for the parents, students and all other people who are working to expand the School Breakfast Program in your community. (See page 14 for a sample flyer.) The purposes of this conference are 1) to learn about the operation of the School Breakfast Program; and 2) to devise a strategy for dealing with your school board to bring about the implementation of the School Breakfast Program.

You should have at the conference a person from a school which operates a successful Breakfast Program to speak about the benefits of the program. A **sample agenda** of speakers and topics is on page 15.

4. MEET WITH THE SCHOOL BOARD:

The coordinating committee should schedule a meeting with the school board. This step is the most crucial in your campaign. The purpose of this meeting is to get the school board to submit an application for the School Breakfast Program. **GET A COMMITMENT AT THIS MEETING !** Once the application is submitted, the State Director must implement the Program immediately.

Some tasks for the School Breakfast Committee are:

1. Find out how your board of education meetings are conducted.
2. Know who sits on the board of education and a bit about their voting record.
3. Be sure to be present at least a half-hour to 15 minutes prior to the scheduled time.

Since this meeting is so important, you should prepare for it very carefully. Following is a suggested timetable.

AS SOON AS POSSIBLE

1. **Get on the agenda** for the meeting. Call or go to the board of education and request time for your speaker to be heard.

WEEKS BEFORE THE MEETING

2. **Anticipate all arguments** the school board may have against the Breakfast Program. They may say there are problems in the schools which make the School Breakfast Program hard to operate. Examples of the arguments you can expect are in the section entitled, "How to Deal With the We Can't Because . . . Problem." These are **not problems,** but **excuses** for not having the program. Study the possible solutions and find the best ones for your schools. **Write a concise statement for the School Breakfast Program** which includes all your suggestions for each target school. Your statement or proposal may range from 6 to 10 pages.

3. **Organize all possible support** from the community and from other groups (such as Urban League, League of Women Voters, Junior Chamber of Commerce, various church groups, PTA, WRO, etc.). Have these groups use their influence to help your campaign. Be sure representatives from each group attend the School Board meeting with you and speak in support of your proposals.

4. Request supportive organizations to send their letters of endorsement to the Board of Education and to the press.

5. **Meet with the principals of the target schools.** Explain to them the advantages of the school Breakfast Program for the students and the teachers. Show them your proposed suggestions for implementing the program and ask if they have any further suggestions. Try to enlist their support. Have the principals who support the School Breakfast Program come to the school board meeting.

6. **Meet with the individual members of the school board separately.** Explain the facts of the School Breakfast Program to them and talk with them about the advantages of the program for both students and teachers. Through this personal contact try to win the support of the members before the school board meeting.

DAY BEFORE THE MEETING

7. **Notify the press.** Prepare a press release (a **sample press release** is in this packet). Be sure to get it to all local papers, television, and radio stations. Contact sympathetic reporters personally and explain the importance of the meeting. Tell them you will report the results of the meeting if they can't attend it themselves.

DAY OF THE MEETING

8. **Get all your supporters to the meeting.** It is really important that the school board see large numbers of people supporting the School Breakfast Program. Be sure all members of the task force, parents and students from every target school and representatives of all support groups attend the meeting.

   Have written copies of your presentation and statement for each member of the school board and for the press. (See page 17 for a sample statement.)

5. FOLLOW THROUGH:

See to it that your school board actually does submit the application. Once you are sure that the application has been sent, you should continue working with the board to insure a good School Breakfast Program.

Tell them you want to help with menu planning. **Be sure they serve hot, nutritious and appetizing meals.** Minimum nutritional requirements are listed in the **fact sheets** included in this packet.

Observe the Breakfast Program in action. Visit the schools while breakfast is being served. Watch for the following:

1. Is the meal nutritious and does it appeal to the children?
2. Is there no identification of or discrimination against children who receive free or reduced price meals?
3. Is the atmosphere pleasant and are the children treated with respect?
4. Are all children who are unable to pay receiving free or reduced price breakfasts?
5. Are the participation rates high enough to indicate that the Program is successful?

If you find negative answers to any of the above points, meet with the principals and/or the School Food Service director to help work out these problems.

How to Deal with the

"WE CAN'T BECAUSE...."

Problem

If your school district is like most, the administrators will automatically tell you several "reasons" why they can't start a School Breakfast Program. The success of the program is dependent on the attitudes of the principal, teachers and food service staff. NO "reason" is big enough to keep your children from their right to a School Breakfast. The school board **just needs your help** in solving some of its problems.

Here are some of the problems they may have and some of the solutions you can offer:

I. THE PROBLEM OF INADEQUATE FUNDS

A. LABOR COSTS

Your school board may say they cannot start the School Breakfast Program because the government does not reimburse them for the cost of labor required in preparing and serving the breakfast. **They are wrong.** The reimbursement covers the cost of the food preparation and serving of the meal. The supervision of the students while eating can be covered by Title I teacher or community service agency volunteers.

B. ESPECIALLY NEEDY FUNDING

An especially needy school can receive 45 cents reimbursement for each free breakfast. [See # 3 of the Fact Sheet included in this material for details on how to apply or code of Federal Regulations, Title 7, Section 2209 (b-1)].

C. STATE AND LOCAL FUNDS

Many states and communities provide funds to help schools provide a more adequate breakfast. Check with your school board and your State Director of School Food Service to see if your school can get such funds.

D. OTHER SOURCES OF FUNDS

Many schools have been forced to find additional sources of funding to help pay the costs of their Breakfast Program. If your state and district do not provide enough funding, look to Title I of the Elementary and Secondary Education Act, the local Community Service Agency Food and Nutrition Program, or other Local Food and Nutrition Programs.

You should present a specific proposal for funds to these agencies. **Be sure to emphasize the need for the Breakfast Program and the strong community support for the Program.**

E. IN-KIND SOURCES OF LABOR

There are federally operated training programs which can be sources of labor for the School Breakfast Program. You can tap these programs for trainees to help with meal planning, cooking, serving, supervising, bookkeeping, and secretarial work.

Most of these programs are operated by the State Department of Labor (D.O.L.) Manpower Agency. You should contact this agency to find out which programs are operating in your area. The names of a few of the programs available are: WIN (Work Incentive Program), Public Service Careers, CETA Act, Job Corps, and the Public Employment Program under Title II and Title VI.

F. MONEY FROM CHILDREN'S PAYMENTS

Generally, it is not a good idea to have to rely on children's payments for funding of the Program, since this encourages schools not to give free breakfasts. The money from the reduced price and fully paid breakfasts, however, help to pay for the expenses of the School Breakfast Program. Many schools find this source of funds adequate to make the program self-supporting.

II. THE PROBLEM OF SUPERVISION FOR THE CHILDREN

The problem of providing supervision for the School Breakfast Program is often used as the reason for not having the program. The problem again is the lack of sufficient funds. Besides the solutions A-F offered under I, "The Problem of Inadequate Funds," there are several additional possibilities:

A. USE TEACHERS' AIDES OR COMMUNITY AIDES

Often schools hire teachers' aides or community aides to assist in various non-teaching duties at the school. These aides can supervise the Breakfast Program. Often these aides are paid by funds from Title I of the Elementary and Secondary Education Act or by other agencies.

B. RECRUIT VOLUNTEERS

Although not generally a satisfactory solution, parent or community agency volunteers can be organized to supervise the Breakfast Program. In some schools, teachers even volunteer to supervise the program.

III. THE PROBLEM OF NOT HAVING COOKING FACILITIES

In schools where there is no Lunch Program there may be a problem of no cooking facilities. It is especially important to have a Breakfast Program in these schools. It is also much easier to start a Breakfast Program than a Lunch Program where there are no kitchen facilities. Following are a few alternative methods of providing breakfast in schools without kitchens and cafeterias:

A. PURCHASE COOKING EQUIPMENT

The Child Nutrition Act of 1966 provides funds to assist schools in purchasing equipment for the School Breakfast Program. See #4 of the Fact Sheet for details. Remember, the law allows 100% federal reimbursement for the cost of equipment in especially needy schools without a lunch or breakfast program.

B. SATELLITE SYSTEM

The breakfast is cooked in the kitchen of a nearby school, church, or community center, then transported in insulated carts to your school. The meal can be served in the school auditorium, gymnasium, all-purpose room, portable annex, or it can even be served in the hallway and eaten in the classroom.

C. CENTRAL KITCHEN

Some school districts use one main kitchen to prepare meals. Breakfast as well as lunch can be prepared in the central kitchen and delivered to the individual schools. Again, the meals can be delivered in insulated carts, or they can be frozen and reheated at the individual schools. To do this, the school must have a convection oven and a freezer (if the meal is delivered the night before). The oven and the freezer in the individual schools can also be paid for with federal funds since they are considered kitchen equipment.

D. CATERED MEALS

Many school districts purchase meals from a commercial food service which delivers them to the school. These meals can either be delivered in insulated carts or can be delivered frozen and then reheated at the schools. Some districts use this system while they are developing their own satellite system or central kitchen.

IV. THE PROBLEM OF SCHEDULING

Sometimes principals or school superintendents say they can't start a Breakfast Program because it won't fit into the schedule. They might say the bus schedules won't allow it or the classroom schedules are too crowded.

In reality, scheduling is no problem at all—just an excuse! The School Breakfast Program can be worked around the existing schedules, or implemented with only a minimum of change. Following are a few alternative ways of scheduling the Breakfast Program:

A. BEFORE SCHOOL STARTS

Most schools offer the Breakfast Program before classes begin. If there is a staggered bus schedule, it is very easy to serve the children as they arrive at school. The first ones to arrive can already be served when the next bus arrives. A few small changes may have to be made in the bus schedule or the class schedule so that the children on the last bus have time to eat. (Five minutes may make the difference.) The children who walk to school can eat anytime before school begins.

B. BREAKFAST AT THE BEGINNING OF CLASSES

Breakfast can also be served during the first 30 minutes of school. The time spent on the Breakfast Program can be used as a nutrition education period in which children learn about good diets. The time, therefore, is not "lost" but put to good use for educational purposes. Teachers can also use this time to attend to their daily administrative duties such as taking attendance, etc. Participation rates are usually much higher when the children don't have to get to school earlier than usual in order to eat breakfast.

C. BREAKFAST SERVED DURING A MORNING BREAK

Some schools, especially secondary schools, offer the Breakfast Program during a break after one or two classes. This is equivalent to a coffee break in offices. Students favor these programs because they are ready for a break after a few classes and the food helps them "make it" until lunch. The time for this break can be just 15 minutes added to a regular passing period.

School Breakfast Committee Homework

SCHOOL DATA

Official name(s) of school district(s) _____

Total number of schools _____

Total school district enrollment _____

Names and enrollment of elementary schools _____

Names and enrollment of intermediate and high schools _____

No. and names of Title I (ESEA) schools _____

No. of schools providing lunch _____

Are Free Paid and Reduced Price Lunches offered _____

No. of schools with cafeteria facilities _____

No. of schools providing breakfast _____

Name and number of schools providing neither lunch nor breakfast _____

BOARD OF EDUCATION DATA

Centralized or decentralized school board _____

Elected or Appointed _____

No. of members _____

No. of school districts _____

Names of school board chairperson _____

Names of members _____

SCHOOL ADMINISTRATION DATA

Name of School Superintendent _____

Name of Deputy School Superintendent _____

Name of Food Services Director _____

Name of State Food Services Director _____

OTHER INFORMATION

Date, Time and Place of School Board Meetings _____

Sample Flyer —

EVERY CHILD IS ENTITLED TO HAVE A GOOD BREAKFAST

WE WANT BREAKFAST SERVED IN OUR SCHOOLS

The state is required to start a School Breakfast Program in every school that applies for it. An adequate School Breakfast will help prevent malnutrition and improve your child's health and stamina.

_____ • _____ • _____ •

_____(counties or schools) HAVE THE PROGRAM.

What Are We Waiting For?

COME to the meeting: (date) _____

(place) _____

CONTACT: (name of coordinator) _____

(address) _____

(phone number) _____

"We Need Everyone's Support"

Sample Agenda for the Training Conference*

1. The Importance of Adequate Morning Nutrition and Why We Need the Breakfast Program in Our Schools (including facts on numbers of children eligible for free and reduced price meals) by members of the Coordinating Committee or a nutritionist.

2. The Benefits to the School of the School Breakfast Program — by a person from a school with a good Breakfast Program.

3. Explanation of the School Breakfast Program: How it Works on the Federal, State, and Local Levels — by someone with a good knowledge of the program.

4. How We Can Get the School Breakfast Program in Our Schools — by someone with a working knowledge of the school district. Suggestions on:

   a. How the Program can be implemented in the target schools (where the meals can be cooked, served, etc.);

   b. How to approach the principals and school board and who our best supporters will be;

   c. How to get on the agenda of a school board meeting.

5. Final session to Make Group Decisions on Strategy:

   a. When will we meet with the school board?

   b. Who will do research and write up our presentation and proposals for implementing the School Breakfast Program?

   c. Who will make the presentation and act as spokesperson at the school board meeting?

   d. Who will meet with the principals? When?

   e. Who will organize support from other groups, such as Junior Chamber of Commerce, League of Women Voters, PTA, church groups, WRO, etc.?

   f. What other ideas should we include in our strategy? (Petitions? Series of articles in the newspaper?)

   g. What will we do after the school board meeting? (If outcome is favorable, how will we help with implementation? If we do not get a commitment in writing, what will we do next?)

   and MOST IMPORTANT:

   h. When will we meet again?

* Be sure to get names, addresses and telephone numbers of everyone who attends so that you can compile a complete mailing list.

Sample Press Release*

For Immediate Release

Contact

Name _____

Address _____

Telephone _____

Date _____

The _____ School Breakfast Committee will meet tomorrow with the _____ School Board to request that the Board make immediate application for the School Breakfast Program in the _____, _____, and _____ schools. The application must be submitted to the State Director of School Food Service within the State Department of Education to whom Federal funds are available for immediate implementation. Federal law requires the State Director to implement the Program immediately in every school that applies.

The _____ School Breakfast Committee emphasizes that the School Breakfast Program is important to all school age children. Comparative studies have shown that children who have not had an adequate morning meal find it more difficult to concentrate and to settle down to work in their morning classes. An adequate breakfast is especially important for children from low-income families which may not have been able to afford an adequate dinner the night before. All children from families with an income of _____ (fill in local, state, or national guideline, whichever is higher) or less (for a family of four) can receive a free breakfast by submitting an application, and children from families with slightly higher incomes may be able to receive a reduced priced breakfast.

The School Breakfast Program was created by Congress as a Pilot Program in 1966 to supply adequate morning nutrition to school children. In the past six years the Program has proven its worth and has become accepted as a regular part of the school day.

The _____ School Breakfast Committee believes that, with the immediate cooperation of the School Board and State School Food Service Director, the Breakfast Program can be implemented in the target schools within a few weeks of application.

* Your press release, when typed, should be double spaced. Be sure it is unexaggerated, factual, clear, and concise. Radio and T.V. announcements should be sent to your local station to the attention of the Public Service director or Director of Community Affairs. The announcement should be concise and include the name, address and telephone number of one or two contact persons. It may be two or three weeks before they can schedule your announcement so allow enough time or call the station to find out when your announcement will be on.

Sample Statement to the School Board

We, the members of the _____ School Breakfast Committee, are meeting with the _____ School Board today to request the implementation of the School Breakfast Program in the following schools:

_____ _____

_____ _____

_____ _____

_____ _____

The Congress of the United States has recognized the great benefits of the School Breakfast Program and has **required** the States to implement the Program in **every school which applies for it.**

We are aware of the benefits the School Breakfast Program offers to our schools. Improved learning ability, better discipline, and increased punctuality are just a few of the benefits which other schools have experienced after implementing the program.

We wish to bring to the School Board's attention the increased emphasis on the School Breakfast Program at the national level. After several years of experimentation the Breakfast Program has now become an establish component of the standard school day. In the short span of five years, the program has increased tenfold. In 1967 only 752 schools participated in the School Breakfast Program. In 1972 almost 8,000 schools were participating. Recognizing the need for further expansion, Congress appropriated for fiscal year 1974 almost three times the amount of funds as were expended on the program in 1972. The Child Nutrition Act of 1975 authorizes School Breakfast as a permanent Federal program.

These funds are now available to our schools through the State Office of School Food Service. The Director of this Office has already been advised by the U.S. Department of Agriculture to plan for expansion of the School Breakfast Program in our state.

Believing that the School Breakfast Program is worthwhile and that our schools will greatly benefit from it, we are hereby requesting IMMEDIATE IMPLEMENTATION of the Program in the above-named schools. Our committee is ready to assist the School Board in all ways possible to formulate plans for a smooth and quick implementation of the Program.

Since the first step in implementation, however, is an **application submitted by the School Board to the State Director of School Food Service,** we wish to obtain assurance here today that this form will be filed **immediately.**

Hoping that we will be able to work together for a successful Breakfast Program, we submit this request.

(Signed) _____

Chairman, _____
School Breakfast Committee

Sample Breakfast Menu

Month _____

No. of Serving Days _____

Estimated Daily Food Cost _____ Estimated Monthly Food Cost _____

Number of Children Served _____ Number of Adults Served _____

Full Price _____ Reduced Price _____ Free _____

Monday	Tuesday	Wednesday	Thursday	Friday
Orange Juice Whole Wheat Cereal Buttered Bun - Jelly Milk	Banana Corn Flakes Cheese Toast Milk	Pineapple Blended Orange Juice Wheat Flakes Buttered Toast Milk	Whole Orange Cooked Cereal Hard Cooked Egg Roll & Butter Milk	Blended Juice Farina Corn Muffin & Butter Milk
Blended Orange Juice Cold Cereal Bran Muffin-Butter Cocoa	Grapefruit Juice Scrambled Egg Bacon Toast & Butter Milk	Pear Halves Cold Cereal Peanut Butter and Jelly Sandwich Milk	Orange Juice Wheatena Bun — Butter Milk	Blended Pineapple Juice French Toast Syrup Milk
Orange Juice Choice of Hot or Cold Cereal Toast — Jelly Milk	Apple Juice Grilled Cheese Sandwich Milk	Orange or Grapefruit Juice Hot Farina Sweet Roll Milk	Banana Oat Meal or Granola Peanut Butter Toast Milk	Pineapple- Orange Juice Waffles & Syrup Milk
Pineapple Juice Corn Flakes or Hominy Grits Roll — Jelly Milk	Fruit Slices Wh. Wheat Toast Cheese Wedge Milk	Grapefruit and Orange Juice French Toast Sausage Pattie Syrup or Jelly Milk	Orange Juice Scrambled Eggs Biscuits & Jelly Milk	Apple Juice Choice of Hot or Cold Cereal Buttered Toast & Jelly Milk

Fruit Juice—½ cup unsweetened full strength.
Milk—½ pint whole fluid.
Cereal—¾ cup whole grain or enriched or fortified.
Protein rich foods—one ounce serving meat, poultry, cheese, egg, as often as possible and practicable.

P.S. Add all of the extras and variety that you can afford. Some children like tacos, tortillas, bagels or home fried potatoes for breakfast.

Follow-Up Action

PURPOSE

A. To assure full implementation of school breakfasts in all schools.

B. To assure children derive the full benefits of the program, such as receiving well prepared nutritionally balanced meals with the inclusion of nutrition education program.

C. To increase participation and meal acceptance.

D. To continue the supportive involvement of parents and organizations in domestic hunger issues.

ACTION

A. Schedule on-site visits to schools serving breakfast twice per semester.

B. Review the plans for nutrition education at the beginning of the school year and participate in evaluative procedures.

C. Meet with the school principal and food service director to discuss Breakfast program problems and progress.

D. Talk with some of the children and student organizations about eating breakfast.

E. Find ways to improve the program without increasing cost or hampering service.

F. Make sure the word has been spread to neighboring communities and to local private nonprofit schools about the National School Breakfast Program. Tell them what happened and how it happened in your city or school district.

G. If there is absolutely nothing else to do about school breakfast (if it is being offered in all schools to all children) there are other food and child nutrition issues that demand attention, such as food stamps, WIC, Food buying co-ops, Day-Care, etc.

Local hunger task forces generally will welcome your support. If there is no hunger task force **organize one** keeping school breakfast as your first program priority!

School Breakfast Notes

"Feed the Children"

USDA – FOOD and NUTRITION REGIONAL OFFICES

Contact the regional office within your area to request technical assistance or for information related to any aspect of School Breakfast Program implementation.

NEW ENGLAND — MASS.
(Conn. R.I., Vt., Mass., N.H., Me.)
Child Nutrition Program Administrator
Mr. David B. Alspach
424 Trapel Road, Bldg. 138
Waltham 02154
Tel. 617 894-2400, Ext. 701

MIDDLE ATLANTIC — NEW JERSEY
N.Y., Pa., PR., Va., W. Va., Virgin Islands, Del., D.C., N.J.
Child Nutrition Program Administrator
Mr. W. F. Warren
729 Alexander Road
Princeton 08540
609 452-1212

MIDWEST — ILLINOIS:
(Ill., Ind., Iowa, Kansas, Mich., Mn., Mo., Neb., Ohio, Wisc.)
Child Nutrition Programs Director,
Mr. Robert Nelson
536 S. Clark St.
Chicago 60605
(312) 353-6673
School Lunch: 6673

WEST CENTRAL — TEXAS:
(Ark., Col., La., Mont., N.M., N.D., Okla., S.D., Tex., Utah, Wyo.)
Child Nutrition Programs Director,
Mr. Eugene Good
1100 Commerce St., Room 5-D
Dallas 75202
(214) 749-2391

SOUTHEAST — GEORGIA:
(Ala., Flor., Ga., Ky., Msp., N.C., S.C., Tenn.)
Child Nutrition Programs Director,
Mr. William Griffeth
1100 Spring St., N.W.
Atlanta 30309
(404) 526-5911 (CNP)

WESTERN — CALIFORNIA:
(Alaska, Arizona, Cal., Guam, Hi., Idaho, Nev., Ore., Amer. Samoa, Wash.)
Child Nutrition Programs Director,
Mr. Jack Bradley
550 Kearny St., Room 400
San Francisco 94108
(415) 556-4956

USDA – FOOD and NUTRITION NATIONAL OFFICES

Director of Child Nutrition Division
Mr. William G. Boling
U.S. Department of Agriculture
Food and Nutrition Service
Room Number 560
Washington, D.C. 20250
(202) 447-8130

Program Manager School Breakfast/Lunch
Mr. Gene Dickey
U.S. Department of Agriculture
Food and Nutrition Service
Room 576
Washington, D.C. 20250
(202) 447-9066

MAY 2 1970

FRAC PUBLICATIONS

- **FRAC'S GUIDE TO THE FOOD STAMP PROGRAM** . . . a 24-page booklet explaining the program in question and answer form. Copies are available for $0.50, free to groups who cannot afford them.

- **If We Had Ham, We Could Have Ham and Eggs . . . If We Had Eggs:** A Study of the National School Breakfast Program, 145 pages.

- **FRAC's Guide to the National School Breakfast Program,** a 16-page pamphlet describing the Program and outlining methods of organizing a school breakfast campaign, $.25.

- **Out To Lunch: A Study of USDA's Day-Care and Summer Feeding Programs,** 94 pages, $2.00.

- **More Than Tea and Toast:** A Guide to Community Groups Organizing Nutritional Programs for the Elderly, free.

- Special Food Service Newsletter.

- Copies of current legislation affecting the food programs.

- **For additional School Breakfast materials or legal assistance, contact:**

Food Research and Action Center (FRAC)
25 West 43rd Street, New York, N.Y. 10036
(212) 354-7866

Alice Scott — Steve Brooks

- **Other Sources of Help:**

Community Nutrition Institute
(CNI Weekly Report)
1910 K Street N.W.
Washington, D.C. 20006
Att.: Robert Greenstein
(202) 833-1730

Children's Foundation
1028 Connecticut Avenue, N.W.
Washington, D.C. 20036
Att.: Barbara Bode, President
(202) 296-4450

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